

BBU, Inc.

COUPON REDEMPTION POLICY

Arnold®, Anzio and Sons®, Bimbo®, Boboli®, Brownberry®, Dutch Country®, D'Italiano®, Entenmann's®, Francisco®, Freihofer®, Marinela®, Maier's®, Mrs Baird's®, Oroweat®, Sahara®, Stroehmann®, Thomas'® Tia Rosa® and various licensed brands.

YOUR REDEMPTION OF OUR COUPONS INDICATES YOUR ACCEPTANCE AND COMPLIANCE WITH THIS REDEMPTION POLICY (THE "AGREEMENT"). NOTWITHSTANDING ANY COURSE OF DEALINGS BETWEEN US, NO PURCHASE ORDER, INVOICE, RETAILER-POLICY OR SIMILAR DOCUMENT SHALL BE CONSTRUED TO MODIFY ANY OF THE TERMS OF THIS AGREEMENT. PROPER STORE REDEMPTION OF OUR COUPONS ACCORDING TO THE TERMS OF THIS POLICY AUTHORIZES YOU TO SUBMIT COUPONS FOR REIMBURSEMENT BY BBU, INC.

Redemption at the Store

1. Coupons are redeemable only by a consumer purchasing the specific brands, products, varieties and sizes and quantities stated on the coupon, not later than the expiration date, with the face value of the coupon deducted from your retail price. Only one (1) coupon shall be honored for each item purchased. Coupons shall not be combined with other promotions or offers.
2. Coupons may not be reproduced, electronically or otherwise, photocopied, mutilated, trimmed or altered in any way by the retailer.
3. Coupons are non-assignable and are void if transferred from their original recipient to any other person, firm or group. BBU, Inc. does not permit the unauthorized distribution, collection, sale or assignment of its coupons for any reason. For example, coupons are not to be used in swap boxes, gathered and distributed by any person or group for charitable fund-raising purposes, or otherwise used in any way except as described in Requirement 1 above.
4. Coupons are void if taxed, restricted, or prohibited by law.
5. The consumer is required to pay any applicable sales tax.
6. Coupons will be redeemed only at retail locations within the United States and at U.S. Military bases. BBU, Inc. will not honor coupons submitted by retailers for products purchased from sources outside of BBU, Inc.'s normal channels of distribution. Coupons redeemed on salvaged, damaged, close-out or diverted product will not be honored.

Processing Coupons for Payment

6. BBU, INC. will only accept properly redeemed and identified coupons directly from the retailer, through a retailer clearinghouse or retailer-billing agent. Coupons from unauthorized intermediary agents will not be accepted or reimbursed.

7. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number must be complied with.

8. To redeem coupons for BBU, INC. products, send properly redeemed coupons to:

BBU, INC.

P.O. BOX 880052

El Paso, TX 88588-0052

NCH/BBU, INC.

26-A Walter Jones

El Paso, TX 79906

Policy for Payment and Denials

9. You will be reimbursed for the following three (3) items:

A) Face value of coupons or if the coupon calls for free merchandise, your retail-selling price (up to the stated maximum price value printed on the coupon); plus

B) 8¢ for each coupon properly redeemed for all handling activities and costs of retailer, retailer clearinghouse and/or retailer-billing agent; plus

C) actual and reasonable out-of-pocket costs incurred for the physical transportation of the coupons to us or to our authorized agent. **We will not pay for any administrative or consolidation fees and, except as described in (ii) below, we will not pay any other upcharges that you or your agent (if you use one) may assess on or in lieu of such pass-through/out-of-pocket expenses.** The transportation costs will be reimbursed as follows:

i) For retailers who sort the coupons they have redeemed and submit them directly without the use of any third party agent, you will be reimbursed for incurred actual and reasonable postage (i.e., first class mail insured) or other shipping charges, as indicated on the package received.

ii) For retailers using a clearinghouse or billing agent, you will be reimbursed for actual and reasonable transportation costs.

10. Coupon reimbursement and coupon adjustments may not be deducted from product invoices or purchase orders. Invoice deductions and deduction fees are not in compliance with our redemption policy.

11. On request, retailers must provide BBU, Inc. with legitimate proof-of-purchase documentation of sufficient stock items to cover the coupons presented for payment. Failure to provide BBU, Inc. with legitimate proof-of-purchase will deem all coupons null and void and payment for such coupons will be withheld. Handwritten invoices or invoices from salvaged merchandise suppliers or diverters will not be honored as legitimate proof-of-purchase.

12. If false or misleading submissions or verification information are provided to BBU, Inc. or a certified clearinghouse, redemption privileges with BBU, Inc. may be temporarily suspended or permanently terminated in the sole judgment and discretion of BBU, Inc.

13. Each shipment of coupons will be considered as a whole and BBU, Inc. reserves the right to refuse payment for an entire shipment if any portion of the shipment is found to be improperly redeemed.

Miscellaneous Terms

14. The cash redemption value of each coupon is 1/20 of one cent.

15. YOU AGREE THAT FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY AT THE SOLE OPTION OF BBU, INC. VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF BBU, INC., WITHOUT PAYMENT. THE EXERCISE OR WAIVER, IN WHOLE OR IN PART, OF ANY RIGHT, REMEDY OR DUTY PROVIDED FOR IN THIS AGREEMENT WILL NOT CONSTITUTE THE WAIVER OF ANY PRIOR, CONCURRENT OR SUBSEQUENT RIGHT, REMEDY OR DUTY UNDER THIS AGREEMENT.

16. The toleration of unreasonable claims does not constitute acceptance of those claims and BBU, Inc. reserves the right to recover unreasonable claims at any time.

17. It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.

18. BBU, Inc. reserves the right to deal directly with retailers on all matters pertaining to coupon submission and audit the coupon sorting and billing service of any agent involved in the coupon process.

19. BBU, Inc. reserves the right, in its sole discretion, to modify, revise or eliminate any of the provisions of this policy.

20. Questions regarding this policy or payments, please direct all inquires to:

NCH Marketing Services, Inc. at 1-800-833-7096.